

MTN Cameroon shines as Y'ello Care stars

A comprehensive online digital library, reportedly the first of its kind in Cameroon, and the construction of a primary school by staff, are just some of the community initiatives that have scored MTN Cameroon the coveted MTN Group President and CEO prize in this year's '21 Days of Y'ello Care' campaign.



'21 Days of Y'ello Care' is an annual staff volunteer programme that takes place from 1 to 21 June across MTN's footprint in Africa and the Middle East. As part of the campaign, staff members engage in various community projects under a specific theme. This year's theme, "Investing in education for all", challenged MTN staff to take part in educational projects that would have a lasting impact on their communities.

The Group President and CEO's award carries a cash prize of US\$100 000, which the winning MTN operation ploughs back into community initiatives in its market. 21 Days of Y'ello Care campaigns are judged on level of employee participation, innovation, impact and sustainability.

Focusing on educational needs in Cameroon

Announcing the winner in Johannesburg, South Africa, MTN Group president and CEO, Sifiso Dabengwa said, "MTN Cameroon made a tremendous effort this year with their holistic approach to raise public awareness on the importance of reading and caring for books. Their campaign was thoughtful and thorough. It also included consultation in partnership with government and non-governmental organisations (NGOs) to determine the educational needs in Cameroon".

Dabengwa applauded MTN Cameroon for their touch of innovation and link to information and communications technology (ICT). Media centres were installed in libraries to house the e-library developed by MTN volunteers. Almost all MTN Cameroon employees (99%) participated, including the chief executive officer, Karl Toriola and his executive team.

"I am very proud of my team. They have shown the power of living the MTN values in mobilising the whole nation around the importance of education. Thanks to their commitment, they were able to forge lasting partnerships and realise projects that touch all corners of the country and every level of society," said Toriola.

"In Cameroon employees worked tirelessly to develop and implement projects that will sustainably impact the lives of millions of Cameroonians for years to come. These ranged from the construction of a primary school in a remote locality in 20 days, refurbishing and creating public libraries with media centres, internally developing the first online digital library in Cameroon and collecting thousands of books," he added.

He added that these resources would be accessible to all Cameroonians.

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